

REMARKS

Claims 41-75 and 82-86 stand rejected. Claims 41 and 62 have been amended. The Applicants respectfully request reconsideration in view of the foregoing amendments. No new matter has been added.

Claim Rejections - 35 U.S.C. §103

The Office Action rejected claims 41-42, 45-46, 47-50, 62-63, 65 and 66-71 under 35 U.S.C. 103(a) as being unpatentable over U.S. Patent 5,918,217 ("Maggioncalda") in view of U.S. Patent Application Publication No. 2003/0208427 ("Peters"). The Office Action also rejects claims 43-44, 51-61, 64, 72-75 and 82-84 under 35 U.S.C. 103(a) as being unpatentable over Maggioncalda in view of Peters in further view of U.S. Patent 6,430,542 ("Moran").

Claim 41 has been amended to further recite "the front-end further displaying a graphical representation that identifies a rate of return and a corresponding risk level for each of a plurality of alternative allocations of the at least one investor account among the plurality of investments, the target allocation being adjusted in response to user selection of a portion of the graphical representation corresponding to a desired rate of return and risk level."

Similarly, claim 62 has been amended to recite the further steps of "displaying a graphical representation that identifies a rate of return and a corresponding risk level for each of a plurality of alternative allocations of the at least one investor account among the plurality of investments" and "adjusting the target allocation in response to user selection of a portion of the graphical representation corresponding to a desired rate of return and risk level." Support for these amendments can be at least in FIG. 10, element 1002 and in the subject specification as originally filed on page 23, paragraph [0115] through page 25, paragraph [0123].

For example, in a disclosed embodiment, a user is presented with a graphical representation (e.g., efficient frontier graph) that identifies a rate of return for each of a plurality of risk levels or that identifies a minimum risk for each of a plurality of rate of return levels. By clicking on various parts of the graph, adjustment of the investor target percentages is triggered accordingly. The various degrees of risk identified in the efficient frontier can include clickable point (e.g. risk buckets) relating to very conservative, conservative, moderately conservative, moderate, moderately aggressive, aggressive, and very aggressive allocation strategies.

Neither Maggioncalda, Peters nor Moran teach or suggest features now recited in claims 41 and 62. Maggioncalda discusses a graphical user interface that includes a bar chart depicting a particular allocation of financial products and a risk slider bar. As the user slides the risk slider bar, the assumed risk level increases or decreases a corresponding amount. In response, the bar chart is updated to display a financial product allocation that corresponds to the assumed risk level. (see Maggioncalda: FIGS. 17A, 17B; col. 38, line 40 through col. 39, line 49).

Maggioncalda, however, does not display a graphical representation that identifies both a rate of return and a corresponding risk level for each of a plurality of alternative allocations of the at least one investor account among the plurality of investments and adjusting the target allocation in response to user selection of a portion of the graphical representation corresponding to a desired rate of return and risk level as recited in claims 41 and 62 respectively.

Peters et al discusses a graph that enables a user to visually compare an optimized portfolio in light of a current portfolio by comparing return and risk statistics. However, Peters does not teach or suggest adjusting the target allocation in response to user selection of a portion of the graphical representation that corresponds to a desired rate of return and risk level as now recited in claims 41 and 62 respectively. (see Peters, FIG. 15; page 8, para. [0091])

Moran does not teach or suggest this feature at all. (see Moran, Abstract)

For at least these reasons, it is believed that claims 41 and 62 are neither anticipated nor obvious in view of the prior art of record and thus are believed to be patentable.

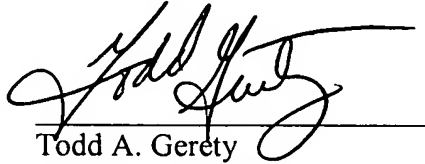
Furthermore, by virtue of at least their dependency to claims 41 and 62 respectively and the additional features recited therein, it is also believed that claims 42-61, 63-75 and 82-86 are also patentable.

CONCLUSION

In view of the above amendments and remarks, it is believed that claims 41-75 and 82-86 are in condition for allowance, and it is respectfully requested that the application be passed to issue. If the Examiner feels that a telephone conference would expedite prosecution of this case, the Examiner is invited to call the undersigned.

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